

NAMES THAT LEAD TO FASHION FINESSE



SCHIAPARELLI

BEL-AIR

HANES

PHOENIX

BUR-MIL CAMEO

A VEILING OF NYLON casting a better-than-reality enchantment over your legs . . . and you name your own brand of flattery in The Broadway's hosiery department which features an outstanding collection of advertised names in the widest selection of styles from 1.35 to 1.95.

THE NEWEST BROADWAY—HOSIERY,
STREET FLOOR

VANITY FAIR works their utterly feminine lingerie wiles in heavenly shades of sheer nylon tricot. You'll see it in the paired airiness of the waltz length gown and matching peignoir, each a doubled layer of color on color, as is the empire waisted gown, Alencon laced. Sizes 32 to 36.

The set \$25 The gown 8.95

THE NEWEST BROADWAY—KNIT LINGERIE,
STREET FLOOR



BROADWAY

Del Amo

BEAUTY EXPERTS IN PERSON AT DEL AMO

Ever wish there could be a new you? . . . new hair color, new hair-do . . . a new-face look? The Broadway's Beauty Salon offers complete beauty services from top to toe. And on opening day, you'll meet . . .

Miss Sheila Bennett of Tiara, consultant on hair tints, will demonstrate the remarkable new Tiara hair coloring that gives you a choice of 20 "immediate" colors. Even if you have dark hair, this magic formula can be used to bleach and color your hair in one simple operation . . . leaving hair soft, natural with a lovely sheen. Meet Miss Bennett in the Beauty Salon, Second Floor of The Broadway Del Amo, tomorrow Monday.

Miss Vivian Ernstrom of Du-Art, consultant on permanents, will explain the marvelous new "Conceit" permanent with the "Skip-a-Step" formula that eliminates pre-shampooing.

Miss Grace Finn of Jacquet, cosmetic consultant, will show you the new beauty that correct ensembling of cosmetics can produce. Miss Finn will present you with make-up samples.

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NAMES YOU KNOW . . .

Stroll through our Accessory aisles and you'll meet up with dozens of old friends . . . brand name products you know and love, that always live up to your expectations of style and quality. For example . . . in the Knit Lingerie department you'll see such names as Barad, Blue Swan, Flexnit, Globe, Gotham, Kayser, Lewella, Lovable, Sil-O-Ette, Tre-Zur, Valmode, Van Raalte, Vanity Fair and Wispepe. In Women's Hosiery, you can choose from such names as Bel Air, Berkshire, Bur-Mil Cameo, Hanes, Munsingwear, Phoenix, Schiaparelli and Value Test. In Handkerchiefs you'll find Burmel, Schiaparelli and Wilow.

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PRE-OPENING CHAMPAGNE BENEFIT

In conjunction with the Women's Clubs of the South Bay area, for the benefit of the Harbor General Hospital, The Broadway Del Amo will sponsor a pre-opening champagne party to preview the new store on Sunday, February 15 from 6 to 8 p.m. Tickets may be purchased at the door, donations 2.50 per person.

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RIBBON CUTTING CEREMONY AT NOON FOR DEL AMO STORE OPENING

Monday, February 16 is a gala day for The Broadway Southern California. The official "ribbon" opening the new Del Amo store, will be cut in a brief, informal ceremony from 12 noon to 12:15, after which the store will be open to the public until 9:30 p.m. After opening day, regular store hours will be from 9:30 a.m. to 9:30 p.m. on Mondays.